

| ADI (rank) | 1986 TSA households (000) | | | ADI (rank) | 1986 TSA households (000) | | |
|--|---------------------------|-----|-------|--|---------------------------|-----|-----|
| | ABC | CBS | NBC | | ABC | CBS | NBC |
| New York (1) | 971 | 943 | 1,096 | Santa Barbara-Santa Maria, Calif. (113) | 24 | 25 | 18 |
| Norfolk-Portsmouth-Newport News, Va. (46) | 75 | 85 | 91 | Sarasota, Fla. (156) | 21 | — | — |
| North Platte, Neb. (211) | — | — | 8 | Savannah, Ga. (110) | 23 | 43 | 38 |
| Odessa-Midland, Tex. (140) | 26 | 28 | 22 | Seattle-Bellingham-Tacoma (16) | 155 | 137 | 182 |
| Oklahoma City (37) | 81 | 105 | 103 | Shreveport, La.-Texarkana, Tex. (62) | 81 | 76 | 71 |
| Omaha (69) | 62 | 57 | 62 | Sioux City, Iowa (123) | 28 | 14 | 37 |
| Orlando-Daytona Beach-Melbourne, Fla. (27) | 126 | 114 | 145 | Sioux Falls-Mitchell, S.D. (98) | 38 | 58 | 27 |
| Ottumwa, Iowa-Kirksville, Mo. (204) | 18 | — | — | South Bend-Elkhart, Ind. (84) | 37 | 47 | 63 |
| Paducah, Ky.-Cape Girardeau, Mo. (77) | 32 | 70 | 65 | Spokane, Wash. (78) | 45 | 49 | 56 |
| Palm Springs, Calif. (181) | 7 | — | 9 | Springfield, Mass. (106) | 35 | — | 48 |
| Panama City, Fla. (171) | 18 | — | 26 | Springfield, Mo. (83) | 20 | 51 | 63 |
| Parkersburg, W.Va. (198) | — | — | 10 | Springfield-Decatur-Champaign, Ill. (76) | 49 | 54 | 67 |
| Peoria, Ill. (103) | 42 | 35 | 48 | Syracuse, N.Y. (67) | 52 | 76 | 76 |
| Philadelphia (4) | 446 | 394 | 444 | Tallahassee, Fla.-Thomasville, Ga. (129) | 12 | 48 | 7 |
| Phoenix (22) | 128 | 140 | 145 | Tampa-St.Petersburg (17) | 168 | 189 | 197 |
| Pittsburgh (13) | 248 | 220 | 195 | Terre Haute, Ind. (127) | 10 | 33 | 41 |
| Portland, Ore. (26) | 99 | 121 | 119 | Toledo, Ohio (64) | 56 | 74 | 90 |
| Portland-Poland Spring, Me. (79) | 46 | 41 | 55 | Topeka, Kan. (144) | 13 | 26 | 24 |
| Presque Isle, Me. (205) | — | 7 | — | Traverse City-Cadillac, Mich. (139) | 17 | 43 | 35 |
| Providence, R.I.-New Bedford, Mass. (42) | 88 | 81 | 112 | Tucson, Ariz. (81) | 47 | 38 | 49 |
| Quincy, Ill.-Hannibal, Mo. (151) | — | 28 | 28 | Tulsa, Okla. (52) | 84 | 84 | 75 |
| Raleigh-Durham, N.C. (35) | 91 | 103 | 46 | Tuscaloosa, Ala. (186) | — | 10 | — |
| Rapid City, S.D. (167) | 21 | — | 16 | Twin Falls, Idaho (203) | — | 9 | 2 |
| Reno (124) | 26 | 23 | 24 | Tyler-Longview, Tex. (125) | 46 | 11 | 40 |
| Richmond, Va. (60) | 64 | 77 | 64 | Utica, N.Y. (158) | 17 | — | 29 |
| Roanoke-Lynchburg, Va. (71) | 42 | 69 | 62 | Victoria, Tex. (207) | 6 | — | 7 |
| Rochester-Austin, Minn.-Mason City, Iowa (149) | 24 | 18 | 25 | Waco-Temple, Tex. (95) | 18 | 56 | 39 |
| Rochester, N.Y. (70) | 53 | 53 | 58 | Washington (9) | 233 | 231 | 242 |
| Rockford, Ill. (114) | 32 | 31 | 34 | Watertown-Carthage, N.Y. (170) | — | 19 | — |
| Roswell, N.M. (180) | — | 13 | — | Wausau-Rhineland, Wis. (130) | 34 | 36 | 14 |
| Sacramento-Stockton, Calif. (20) | 124 | 132 | 167 | West Palm Beach-Ft. Pierce-Vero Beach, Fla. (54) | 53 | 29 | 85 |
| St. Joseph, Mo. (189) | 17 | — | — | Wheeling, W.Va.-Steubenville, Ohio (134) | — | 38 | 45 |
| St. Louis (18) | 147 | 171 | 199 | Wichita-Hutchinson, Kan. (58) | 58 | 74 | 69 |
| Salinas-Monterey-San Jose, Calif. (111) | 49 | 23 | 40 | Wichita Falls, Tex.-Lawton, Okla. (126) | 23 | 25 | 25 |
| Salisbury, Md. (164) | 11 | 19 | 14 | Wilkes Barre-Scranton, Pa. (59) | 89 | 62 | 92 |
| Salt Lake City (41) | 96 | 90 | 100 | Wilmington, N.C. (152) | 26 | 8 | 65 |
| San Angelo, Tex. (190) | — | 12 | — | Yakima, Wash. (128) | 20 | 29 | 22 |
| San Antonio, Tex. (44) | 82 | 98 | 86 | Youngstown, Ohio (87) | 45 | 48 | 54 |
| San Diego (25) | 93 | 113 | 94 | Zanesville, Ohio (202) | — | — | 11 |
| San Francisco (5) | 272 | 288 | 282 | | | | |

Broadcasters favor dropping main studio rule

Comments on FCC plan are mostly positive; move said to promote licensee flexibility in service

The FCC's proposal to modify or eliminate rules that require the location of a broadcast station's main studio within its community of license and mandate that a majority of the station's nonnetwork programming originate from within the community of license (BROADCASTING, Oct. 20) has elicited an enthusiastic response from broadcasters.

In comments at the FCC, the consensus clearly supports the agency's proposal to scrap the program-origination requirement altogether. The FCC had proposed to either eliminate the main studio rule or permit location of a main studio out to the Grade B or city grade contour. Those alternatives also generally received rave reviews.

NBC urged elimination of the requirements. "While the main studio and program origination rules may have filled a useful purpose at their inception, both American life and broadcast technology have evolved since that time in such a way as to diminish their usefulness," NBC said.

The National Telecommunications and Information Administration said broadcasters should be given as much flexibility as possible to serve the needs of their service areas.

"As long as a broadcaster provides convenient access to its public file and a responsive comment mechanism, the goal of localism can be served regardless of the location of the station's main studio or how much of its programming is originated there," NTIA said.

The National Association of Broadcasters said the rules should be eliminated, but that steps should be taken to insure that the public has access to a station licensed to its community. "NAB suggests that a broadcaster who chooses to locate its studio outside its community of license maintain a local or toll-free phone number for residents of that community," NAB said. "Also, the public file should be maintained in a place which is reasonably accessible to residents of the community of license."

Said CBS: "CBS believes a policy statement requiring broadcasters to maintain an office 'readily available' to their communities of license would suffice to insure adequate physical contact between broadcasters and their communities."

The Association of Independent Television Stations recommended elimination of the program origination rule and modification of the main studio rule for TV's "to require only that each licensee use good-faith, reasonable judgment in determining

what type of program production and/or office facilities are necessary to serve the community itself."

The Arizona Justice Committee, the group of radio licensees whose petition started the rulemaking ball rolling, suggested a modification of the main studio rule to permit radio licensees to locate main studios "anywhere within the station's service area—the 1 millivolt per meter contour for FM stations and the 0.5 mv/m groundwave contour for AM stations. AJC also supports revising licensees' local presence obligations solely to maintaining a studio in the service area and insuring that residents of the community of license can contact that studio by means of the equivalent of a local telephone call."

Finley Broadcasting, licensee of KREO(FM) Healdsburg and KSRO(AM) Santa Rosa, both California, estimated it could save \$5,000 per month if it could consolidate its operations, which are now 16 miles apart. "Permitting the use of a common studio by co-owned AM and FM stations serving the same market but licensed to different communities will contribute to a more efficient service to the public," Finley said. "The requirement that the licensee maintain a toll-free number to the studio from either community will avoid imposing a cost on the